

CHAPTER 369

AN ACT to amend 97.46 (2) of the statutes, relating to use of the term "butter" on food labels and in advertisements.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

97.46 (2) of the statutes is amended to read:

97.46 (2) No person, firm or corporation shall use the term "butter" in the name or in connection with the name, designation, advertising or description of any article of food prepared and offered for sale or served with any meal for which a charge is made unless all of the fat contained in such article of food is butter fat; provided, that nothing herein shall be construed as prohibiting * * * *any representation that a food is flavored with butter if at least 12 per cent of the fat in such food is butter fat.*

Approved June 25, 1953.
